

Real Estate Brokers

This information is designed for Real Estate Brokers affected by the decline in the mortgage industry in Southern California. It identifies and describes the current occupation, and profiles seven related occupations that share many of the same skill requirements.

These profiles can be used to help:

- Prepare for job interviews and resume writing
- Help make training decisions
- Explore new career options in occupations that require many of the same skills

Each Occupation Profile contains the following information:

- Profile of current occupation, with local labor market information, tasks, and skills information.
- Profiles of the most closely-related occupations, based on the U.S. Department of Labor's *Occupational Information Network (O*NET)*.

Each information packet is designed to answer questions like “how much can I expect to earn on this job?” and “what’s the outlook for this type of work in the next ten years?” Statewide and Southern California counties are listed with outlook, wage, and training information. To view the outlook in other counties, go to the LaborMarketInfo Web site at www.labormarketinfo.edd.ca.gov and select the Data Library tab. Under “Data by Occupation,” select the metropolitan statistical area (MSA) of your choice to view the outlook for a selected occupation.

Labor Market Information Division
Workforce Service Branch
Employment Development Department



Real Estate Brokers, continued

Description

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans.

Important Tasks

- Sell, for a fee, real estate owned by others.
- Obtain agreements from property owners to place properties for sale with real estate firms.
- Monitor fulfillment of purchase contract terms to ensure that they are handled in a timely manner.
- Compare a property with similar properties that have recently sold, in order to determine its competitive market price.
- Act as an intermediary in negotiations between buyers and sellers over property prices and settlement details, and during the closing of sales.

2007 Average Wages*

	Hourly	Annual
California	\$50.96	\$106,007
Los Angeles-Long Beach-Glendale	\$45.59	\$94,824
Santa Ana-Anaheim-Irvine	N/A	N/A
Riverside-San Bernardino-Ontario	\$42.71	\$88,836
San Diego-Carlsbad-San Marcos	N/A	N/A
Oxnard-Thousand Oaks-Ventura	N/A	N/A

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

*Wages reported do not represent self-employed earnings.

Education and Training Requirements

Typical Education Level Required: Post-secondary vocational education. Occupations that require completion of vocational school training. Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. Some may require a bachelor's degree.

Real Estate Brokers, continued

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Negotiation	Bringing others together and trying to reconcile differences.
Time Management	Managing one's own time and the time of others.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
Making Decisions and Solving Problems	Analyzing information and evaluating results to choose the best solution and solve problems.

Related Occupation: Advertising and Promotions Managers

Description

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Important Tasks

- Prepare budgets and submit estimates for program costs as part of campaign plan development.
- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.
- Assist with annual budget development.
- Inspect layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications.
- Coordinate activities of departments, such as sales, graphic arts, media, finance, and research.

2007 Average Wages*

	Hourly	Annual
California	\$43.49	\$90,950
Los Angeles-Long Beach-Glendale	\$45.52	\$94,671
Santa Ana-Anaheim-Irvine	\$47.22	\$98,205
Riverside-San Bernardino-Ontario	\$41.14	\$85,563
San Diego-Carlsbad-San Marcos	\$36.35	\$75,595
Oxnard-Thousand Oaks-Ventura	\$52.85	\$109,935

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	7,900	9,600	1,700	21.5%	310
Los Angeles-Long Beach-Glendale	2,190	2,540	350	16.0%	75
Santa Ana-Anaheim-Irvine	710	890	180	25.4%	31
Riverside-San Bernardino-Ontario	290	380	90	31.0%	14
San Diego-Carlsbad-San Marcos	500	610	110	22.0%	20
Oxnard-Thousand Oaks-Ventura	170	200	30	17.6%	6

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Bachelor's or higher and some work experience. Occupations that generally require work experience in an occupation requiring a bachelor's or higher degree.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "advertising" to find certification programs related to this occupation.

Advertising and Promotions Managers, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Advertising and Related Services	12,750	12.7%
Management of Companies and Enterprises	530	6.9%
Radio and Television Broadcasting	1,671	4.8%
Motion Picture and Video Industries	7,083	4.4%
Newspaper, Book, & Directory Publishers	7,840	4.0%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Skill	Description
Writing	Communicating effectively in writing as appropriate for the needs of the audience.
Service Orientation	Actively looking for ways to help people.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Ability	Description
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Work Activity	Description
Organizing, Planning, and Prioritizing Work	Developing specific goals and plans to prioritize, organize, and accomplish your work.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Making Decisions and Solving Problems	Analyzing information and evaluating results to choose the best solution and solve problems.

Related Occupation: **First-Line Supervisors/Managers of Non-Retail Sales Workers**

Description

Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as budgeting, accounting, and personnel work, in addition to supervisory duties.

Important Tasks

- Listen to and resolve customer complaints regarding services, products, or personnel.
- Monitor sales staff performance to ensure that goals are met.
- Hire, train, and evaluate personnel.
- Confer with company officials to develop methods and procedures to increase sales, expand markets, and promote business.
- Direct and supervise employees engaged in sales, inventory-taking, reconciling cash receipts, or performing specific services such as pumping gasoline for customers.

2007 Average Wages*

	Hourly	Annual
California	\$36.71	\$76,344
Los Angeles-Long Beach-Glendale	\$34.99	\$72,782
Santa Ana-Anaheim-Irvine	\$40.93	\$85,132
Riverside-San Bernardino-Ontario	\$34.04	\$70,793
San Diego-Carlsbad-San Marcos	\$34.93	\$72,660
Oxnard-Thousand Oaks-Ventura	\$30.90	\$64,278

Source: EDD/LMID Occupational Employment Statistics Survey (OES), 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	43,600	46,200	2,600	6.0%	1,080
Los Angeles-Long Beach-Glendale	12,660	12,640	-20	-0.2%	239
Santa Ana-Anaheim-Irvine	5,830	6,250	420	7.2%	152
Riverside-San Bernardino-Ontario	2,450	2,870	420	17.1%	88
San Diego-Carlsbad-San Marcos	3,750	3,920	170	4.5%	88
Oxnard-Thousand Oaks-Ventura	950	970	20	2.1%	20

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Work Experience. Occupations that require skills obtained through work experience in a related occupation.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "sales" to find certification programs related to this occupation.

First-Line Supervisors/Managers of Non-Retail Sales Workers, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Machinery & Supply Merchant Wholesalers	11,528	2.7%
Electronic Markets and Agents/Brokers	3,443	2.6%
Commercial Goods Merchant Wholesalers	8,007	2.1%
Advertising and Related Services	12,750	2.1%
Management of Companies and Enterprises	530	1.9%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Skill	Description
Time Management	Managing one's own time and the time of others.
Speaking	Talking to others to convey information effectively.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Speech Recognition	The ability to identify and understand the speech of another person.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Work Activity	Description
Interacting With Computers	Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Organizing, Planning, and Prioritizing Work	Developing specific goals and plans to prioritize, organize, and accomplish your work.

Related Occupation: Insurance Sales Agents

Description

Insurance Sales Agents sell life, property, casualty, health, automotive, or other types of insurance. They may refer clients to independent brokers, work as independent broker, or be employed by an insurance company.

Important Tasks

- Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, or to change beneficiaries.
- Calculate premiums and establish payment method.
- Customize insurance programs to suit individual customers, often covering a variety of risks.
- Sell various types of insurance policies to businesses and individuals on behalf of insurance companies, including automobile, fire, life, property, medical and dental insurance or specialized policies such as marine, farm/crop, and medical malpractice.
- Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.

2007 Average Wages*

	Hourly	Annual
California	\$34.27	\$71,280
Los Angeles-Long Beach-Glendale	\$34.09	\$70,894
Santa Ana-Anaheim-Irvine	\$31.80	\$66,155
Riverside-San Bernardino-Ontario	\$26.60	\$55,317
San Diego-Carlsbad-San Marcos	\$33.43	\$69,535
Oxnard-Thousand Oaks-Ventura	\$40.59	\$84,432

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	35,700	38,200	2,500	7.0%	1,100
Los Angeles-Long Beach-Glendale	9,950	9,020	-930	-9.3%	238
Santa Ana-Anaheim-Irvine	4,930	5,270	340	6.9%	152
Riverside-San Bernardino-Ontario	2,610	2,840	230	8.1%	86
San Diego-Carlsbad-San Marcos	3,980	4,230	250	6.3%	120
Oxnard-Thousand Oaks-Ventura	550	600	50	9.1%	18

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Bachelor's degree. Occupations that require the completion of at least four but not more than five years of full-time academic study beyond high school resulting in a Bachelor's degree.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "insurance" to find certification programs related to this occupation.

Insurance Sales Agents, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Insurance Agencies, Brokerages & Support	27,118	55.3%
Insurance Carriers	3,625	17.0%
Employment Services	7,273	0.5%
Management of Companies and Enterprises	530	0.3%

Important Knowledge, Skills, Abilities, Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
English	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Making Decisions and Solving Problems	Analyzing information and evaluating results to choose the best solution and solve problems.

Related Occupation: Lodging Managers

Description

Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.

Important Tasks

- Greet and register guests.
- Answer inquiries pertaining to hotel policies and services, and resolve occupants' complaints.
- Assign duties to workers, and schedule shifts.
- Coordinate front-office activities of hotels or motels, and resolve problems.
- Participate in financial activities such as the setting of room rates, the establishment of budgets, and the allocation of funds to departments.

2007 Average Wages*

	Hourly	Annual
California	\$25.02	\$52,032
Los Angeles-Long Beach-Glendale	\$26.08	\$54,255
Santa Ana-Anaheim-Irvine	\$27.37	\$56,929
Riverside-San Bernardino-Ontario	\$20.40	\$42,423
San Diego-Carlsbad-San Marcos	\$26.04	\$54,174
Oxnard-Thousand Oaks-Ventura	\$26.57	\$55,280

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	7,400	8,600	1,200	16.2%	240
Los Angeles-Long Beach-Glendale	1,180	1,340	160	13.6%	36
Santa Ana-Anaheim-Irvine	690	820	130	18.8%	24
Riverside-San Bernardino-Ontario	540	600	60	11.1%	15
San Diego-Carlsbad-San Marcos	970	1,150	180	18.6%	34
Oxnard-Thousand Oaks-Ventura	170	210	40	23.5%	7

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Work Experience. Occupations that require skills obtained through work experience in a related occupation.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "lodging" or "hotel" to find certification programs related to this occupation.

Lodging Managers, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Accommodation	10,248	54.0%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Administration and Management	Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Performing for or Working Directly with the Public	Performing for people or dealing directly with the public. This includes serving customers in restaurants and stores, and receiving clients or guests.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.

Related Occupation: Property and Real Estate Managers

Description

These workers plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.

Important Tasks

- Meet with prospective tenants to show properties, explain terms of occupancy, and provide information about local areas.
- Direct collection of monthly assessments, rental fees, and deposits and payment of insurance premiums, mortgage, taxes, and incurred operating expenses.
- Inspect grounds, facilities, and equipment routinely to determine necessity of repairs or maintenance.
- Investigate complaints, disturbances and violations, and resolve problems, following management rules and regulations.
- Plan, schedule, and coordinate general maintenance, major repairs, and remodeling or construction projects for commercial or residential properties.

2007 Average Wages*

	Hourly	Annual
California	\$22.09	\$45,947
Los Angeles-Long Beach-Glendale	\$20.63	\$42,904
Santa Ana-Anaheim-Irvine	\$22.86	\$47,545
Riverside-San Bernardino-Ontario	\$20.52	\$42,689
San Diego-Carlsbad-San Marcos	\$21.37	\$44,441
Oxnard-Thousand Oaks-Ventura	\$21.84	\$45,435

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	80,900	90,500	9,600	11.9%	2,470
Los Angeles-Long Beach-Glendale	25,940	29,370	3,400	13.2%	827
Santa Ana-Anaheim-Irvine	11,980	13,650	1,670	13.9%	391
Riverside-San Bernardino-Ontario	3,130	3,740	610	19.5%	119
San Diego-Carlsbad-San Marcos	10,580	11,380	800	7.6%	278
Oxnard-Thousand Oaks-Ventura	720	780	60	8.3%	20

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Bachelor's degree. Occupations that require the completion of at least four but not more than five years of full-time academic study beyond high school resulting in a Bachelor's degree.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "property" to find certification programs related to this occupation.

Property and Real Estate Managers, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Activities Related to Real Estate	6,962	22.2%
Lessors of Real Estate	23,552	11.9%
Offices of Real Estate Agents & Brokers	42,751	5.3%
Land Subdivision	3,533	1.3%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Administration and Management	Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Performing Administrative Activities	Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.

Related Occupation:
Sales Representatives, Wholesale and Manufacturing
(except Technical and Scientific Products)

Description

Sales Representatives sell goods for wholesalers or manufacturers to businesses or groups of individuals. Their work requires substantial knowledge of items sold.

Important Tasks

- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Recommend products to customers, based on customers' needs and interests.
- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- Estimate or quote prices, credit or contract terms, warranties, and delivery dates.
- Consult with clients after sales or contract signings in order to resolve problems and to provide ongoing support.

2007 Average Wages*

	Hourly	Annual
California	\$26.90	\$61,558
Los Angeles-Long Beach-Glendale	\$27.80	\$57,814
Santa Ana-Anaheim-Irvine	\$31.43	\$65,374
Riverside-San Bernardino-Ontario	\$29.12	\$60,584
San Diego-Carlsbad-San Marcos	\$30.13	\$62,664
Oxnard-Thousand Oaks-Ventura	\$28.12	\$58,483

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	148,000	178,500	30,500	20.6%	6,940
Los Angeles-Long Beach-Glendale	47,210	53,360	6,150	13.0%	1,855
Santa Ana-Anaheim-Irvine	17,350	21,040	3,690	21.3%	825
Riverside-San Bernardino-Ontario	9,000	12,290	3,290	36.6%	565
San Diego-Carlsbad-San Marcos	10,380	11,990	1,610	15.5%	433
Oxnard-Thousand Oaks-Ventura	3,280	3,780	500	15.2%	136

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-Term On-the-Job Training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "sales" or "wholesale" to find certification programs related to this occupation.

**Sales Representatives, Wholesale and Manufacturing
(except Technical and Scientific Products), continued**

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Electronic Markets and Agents/Brokers	3,443	11.7%
Grocery Product Merchant Wholesalers	6,951	6.0%
Machinery & Supply Merchant Wholesalers	11,528	5.6%
Misc. Nondurable Goods Merchant Wholesale	5,310	4.4%
Computer Systems Design and Related Svcs.	8,007	4.2%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Mathematics	Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Work Activity	Description
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Selling or Influencing Others	Convincing others to buy merchandise/goods or to otherwise change their minds or actions.

Related Occupation:
Sales Representatives, Wholesale and Manufacturing
(Technical and Scientific Products)

Description

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education.

Important Tasks

- Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services.
- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Quote prices, credit terms and other bid specifications.
- Emphasize product features based on analyses of customers' needs, and on technical knowledge of product capabilities and limitations.
- Negotiate prices and terms of sales and service agreements.

2007 Average Wages*

	Hourly	Annual
California	\$37.80	\$78,627
Los Angeles-Long Beach-Glendale	\$31.57	\$65,678
Santa Ana-Anaheim-Irvine	\$38.91	\$80,931
Riverside-San Bernardino-Ontario	\$36.44	\$75,796
San Diego-Carlsbad-San Marcos	\$37.09	\$77,146
Oxnard-Thousand Oaks-Ventura	\$40.65	\$84,554

Source: EDD/LMID Occupational Employment Statistics Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	47,600	55,900	8,300	17.4%	2,080
Los Angeles-Long Beach-Glendale	8,320	8,990	670	8.1%	286
Santa Ana-Anaheim-Irvine	5,800	6,930	1,130	19.5%	265
Riverside-San Bernardino-Ontario	1,930	2,610	680	35.2%	119
San Diego-Carlsbad-San Marcos	2,980	3,470	490	16.4%	127
Oxnard-Thousand Oaks-Ventura	810	920	110	13.6%	32

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-Term On-the-Job Training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "sales" or "wholesale" to find certification programs related to this occupation.

**Sales Representatives, Wholesale and Manufacturing
(Technical and Scientific Products), continued**

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Commercial Goods Merchant Wholesalers	8,007	16.1%
Electronic Markets and Agents/Brokers	3,443	9.6%
Electric Goods Merchant Wholesalers	8,826	8.8%
Computer Systems Design and Related Svcs.	10,628	8.2%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Speaking	Talking to others to convey information effectively.
Persuasion	Persuading others to change their minds or behavior.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Work Activity	Description
Selling or Influencing Others	Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.